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PLANNING POPULAR PUBLICATIONS PROGRAMS

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The Publications Branch surveys ARS popular publications annually to determine those which need improvements in organization, presentation, and appearance. Results of these surveys are made available to appropriate branch chiefs. The overall publications planning of ARS is based on these surveys.

In these surveys, reviewers concentrate on popular publications that may require immediate attention, especially those that have not been revised for about 5 years. They classify leaflets, Farmers' Bulletins, and Home and Garden Bulletins, on presentation (I, II, III, or IV) and on appearance (A or B). They are guided by the following standards:

Presentation:

- I. Adequate, accurate and factual, up-to-date in all respects; clearly presented, easy to read; appropriate for the intended audience; possible improvement would not be worth cost of rewriting and printing.
- II. Adequate, factual, and up-to-date but improvement in clarity and in selection of material would be worth cost of revision.
- III. With writing faults as in II; and in addition, (a) questionable from standpoint of length (exceeds limit set by department regulations); (b) information probably not up-to-date; (c) too technical for lay readers; (d) audience mixed.
- IV. As in II and III. In addition, (a) obviously out of date; (b) can be materially improved in one or more of these respects: Quality of writing, organization, selection of material.

Appearance:

- A. Well designed; redesigning would not be worth the cost.
- B. Does not meet minimum standards of the Publications Branch in one or more of these respects: Cover design, format, typography, grade of paper, general appearance.

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